



ESPE
UNIVERSIDAD DE LAS FUERZAS ARMADAS
INNOVACIÓN PARA LA EXCELENCIA



INFORMATION TECHNOLOGY ENGINEERING

WSF

User Description

Team N°3

NRC: 4628

ING. EDISON LASCANO

Date: 26/06/2022

User description

In our user description we will use Jordan as an example.

Jordán has a family with his wife and daughters, and an important event is approaching and they want to go well dressed, so Jordán decided to buy clothes for his whole family. But Jordán works very late, which makes it impossible for him to take his family to buy clothes in a mall or store.

So Jordan could be the ideal user to use the Starship online catalog where you can find all kinds of clothing for both men and women, even for boys and girls, fully detailed with sizes and colors so Jordan can buy a change of clothes of clothes for your whole family and you can even create an account for future purchases through the website.

In addition to being able to fill out the home delivery form so that your order can arrive at the door of your home and not interfere with your work schedule, this way it would be much easier for Jordán to buy clothes and not worry about it. office hours or physical stores.

User Description

The user to be described is going to be María, in a few days María is going to have an engagement in which she has to attend, semi elegant, but the problem is that she doesn't have time because of work, therefore she can't go to a physical shoe store to see and buy them.

So Maria, knowing that for a long time she cannot go to a physical store, she found our service, an online store that can find a variety of shoes according to her needs, be it size, material, category and color.

María opted for black leatherette ankle boots in size 35. Maria has found it easy to decide on the ankle boots since in our shoe catalog there is a preview of how they would look when worn, so María can buy them and on our website when you click or hit the image you are automatically directed to a submission form, where you must fill in the following information: ID, names and surnames, cell phone, email, province, address and payment method.

Maria liked our service; therefore, she has a registration option and she will be able to enjoy all our services, receiving new merchandise notifications and certain discounts for some categories of shoes.

User Description

For this user description, I have taken Monica as an example.

Mónica lives alone with her son and her mother, she also has more family like siblings and nephews, she currently works at the Pablo Arturo Suarez Hospital as a social worker and has several friends there. When she needs to buy clothes or shoes, she does it in shopping centers or has someone who helps her with more clothes, but to buy shoes, she must necessarily go out and look for the pair of shoes that she likes the most.

That is why our SpaceShip online store can be a great option when Monica is looking for footwear, since we have a wide variety of products and can be used for her own consumption or when she wants to make a gift for a family member. In addition to this, we know that Monica wears at least two pairs of shoes, since for her work she needs more formal shoes since her presentation at her workplace must be impeccable, and for a family outing or to go out to do sports she needs a pair of shoes. more comfortable or simply must be according to the activity to be performed. We also hope that you have a good experience when making a purchase and can recommend our store to your friends at work and with this have a greater reach.

Our service will also have a home delivery of the products, of course this will only happen if the customer requests it. We do this with the customer's comfort in mind, and for Monica this would be of great help since, due to her workday, she doesn't have too much time to physically visit stores.

User Description

In our user experience David will help us:

David and his friends have their graduation event, but since they all have projects to finish before the graduation, they asked him to buy the perfect shoes for the event.

David contacts some brands and asks for 5 different models of casual shoes, he says it's for their graduation and indicates the outfits they are going to wear that day.

He finds with SHAPESHIP that we offer all kinds of men's shoes, all sizes, we also have an online and physical store, in which we always have a personalized attention to each of our customers.

David when looking in some stores he found us and he likes our treatment, he tells us everything he needs, he asks his friends and they order 5 casual shoes for men in sizes one in 37, 2 in size 38 and 2 in size 39, brown and black colors, requested material 100% leather, he also asks us to make a shipment which will be delivered on Wednesday at 09:00 am. Because he is not going to be at home that day.

Once all this is finished we give him a gift from SHAPESHIP for his purchase and we thank him, David is delighted with everything and becomes one of our frequent customers.